

CLAIMS

What is claimed is:

1. (Previously presented) A business method for a protective member manufacturer relating to beverage containers comprising:

the protective member manufacturer conveying by profit making sale to third party advertisers a right to attach indicia to consumer removed, flexible protective members to be adhered to beverage containers;

manufacturing the protective members;

applying indicia to the protective members; and

adhering the protective members to the containers to form a substantially wrinkle free skin tight seal between the protective member and at least a portion of a mouth contact area of the beverage containers.

2. (Currently amended) The method of claim 1 in which third party advertisers are not a ~~container-filler~~ beverage company.

3. (Currently amended) The method of claim 1 which further comprises:

manufacturing the protective members in an hourglass configuration to facilitate adherence to a top and convex side of a container without deformation and without wrinkling of a material of the protective member by folding it over a rim of [[a]] the beverage container such that when adherence occurs, ~~and~~

~~adhering the protective members to the sealed containers~~
~~to form a~~ there is facilitated the substantially wrinkle free
skin tight seal between the protective member and at least a
portion of a mouth contact area of the beverage container.

4. (Previously presented) The method of claim 1 which
further comprises sanitizing at least the mouth contact portion of
the containers.

5. (Original) The method of claim 1 in which the indicia is
at least one of advertising, promotion, games of chance, premiums,
collectibles, redeemables, merchandise acquisition means, prizes,
public service announcements, instructional information, and
warnings.

6. (Previously presented) The method of claim 1 wherein
indicia is applied to the protective members by printing.

7. (Original) The method of claim 6 which further comprises
treatment of the protective members to accept and retain printing
ink.

8. (Original) The method of claim 7 in which the treatment
of the protective members is by corona discharge.

9. (Original) The method of claim 6 wherein the printing is
applied to an underside of the protective members.

10. (Original) The method of claim 9 where the protective member is opaque so that the user cannot see the indicia until the protective member is removed.

11. (Original) The method of claim 10 where the underside printing and opaque protective member facilitates using the method for such things as games of chance, premiums, collectibles, redeemables, merchandise acquisition means, and prizes without a user knowing in advance of protective member removal which of a plurality of chances the user has obtained.

12. (Previously presented) The method of claim 1 wherein the protective members are adhered to containers using adhesive.

13. (Original) The method of claim 12 in which the adhesive is antibacterial.

14. (Previously presented) The method of claim 1 which further comprises imposing an anti-static chemical treatment on the protective member such that each one of the protective members will slide easily from an adjoining member and not cling to it under high speed dispensing.

15. (Previously presented) The method of claim 1 which further comprises imposing chemical treatment on the protective member such that adhesive will bond more strongly to the member and less strongly to metal of the beverage container such that no

adhesive residue is left on the container after removal of the protective member thus allowing the protective member to be adhered to other surfaces.

16. (Previously presented) A business method relating to beverage containers comprising:

the protective member manufacturer conveying to a third party advertiser by profit making sale a right to attach indicia to consumer removed, flexible protective members to be adhered to a beverage container;

manufacturing each protective member in an hourglass configuration to facilitate adherence to a top and convex side of a container without deformation and without wrinkling of a material of each protective member;

applying indicia to each protective member; and

adhering each protective member to a container including by folding each over a rim of a beverage container to form a substantially wrinkle free skin tight seal between the protective member and at least a portion of a mouth contact area of the beverage containers.

17. (Previously presented) A business method for a protective member manufacturer relating to beverage containers comprising:

the protective member manufacturer conveying by profit making sale to a third party advertiser, a right to attach indicia to consumer removed, flexible protective members to be

adhered to beverage containers;

manufacturing the protective members;

applying indicia to opaque protective members by printing on the underside thereof to facilitate using the method for such things as games of chance, premiums, collectibles, redeemables, merchandise acquisition means, and prizes without a user knowing in advance of protective member removal which of a plurality of chances the user has obtained; and

adhering the protective members to the ~~sealed~~ containers to form a substantially wrinkle free skin tight seal between the protective member and at least a portion of a mouth contact area of the beverage containers.

18. (Previously presented) The method of claim 1, wherein the protective members when at least partially removed from the beverage containers are reattachable thereto.

19. (Previously presented) The method of claim 1, wherein the protective members are collectible.

20. (Withdrawn)